

Letter of Request

33rd Annual Cardiology Update
Saturday, December 4, 2021

On behalf of the **33rd Annual Cardiology Update** Planning Committee and AdvocateAuroraHealth, we invite you to exhibit on Saturday, December 4, 2021. Below is general information about the program:

Date/Time: Saturday, December 4th from 8:00am – 1:15pm

Course Activity Director: Stephen Rowley, MD

Target Audience: Physicians, Advanced Practice Clinicians, Nurses and other clinical staff associated with heart disease patients.

Number of expected attendees: 225

Learning Objectives

At the completion of this activity, the participant should be able to:

- describe key elements of treatment protocols for patients at risk of and with heart disease and apply to applicable treatment plans in clinical practice.

As a Virtual Exhibitor, you will receive:

- ✓ **A webpage created for you** that can include any or all of the following:
 - Corporate Logo*
 - Contact Information (*can be up to four representatives*) with or without photos*
 - Brief paragraph describing your company and / or product you wish to promote
 - Links to applicable webpages that you would like to promote

**Images should be the highest quality you have available to you, please.*

- ✓ **Vendor Recognition:** in slides and opening and closing remarks.
Vendors will be listed/added as they come in and alphabetized on the portal page *once all vendor info is received*.
- ✓ **Access to a live, virtual exhibit hall.** 15 minutes of dedicated exhibit time during the meeting as well as 15 minutes at the end of the meeting will be provided. AAH will provide the platform which will be separate from the CME event. During these times, attendees will be able to join your breakout room for discussion and a brief presentation, if you prefer.
- ✓ **Complimentary access to the program.** You must register through our learning platform to attend the meeting (there is no fee for meeting attendance).

The exhibit fee is **\$2,000**.

Please note that according to AdvocateAuroraHealth policy, “Arrangements for commercial exhibits or advertisements cannot influence planning or interfere with the presentation, nor can they be a condition of the provision of commercial support for CME activities.”

Participation as a virtual exhibitor will provide exposure from the time your signed agreement and subsequent webpage content is received by our office and for 30 days post event as attendees log on to complete evaluations. Please note that:

- ✓ The Written Agreement for Exhibits must be signed and returned in order for your company info to be added.
- ✓ The Virtual Exhibit Hall will be housed on the **33rd Annual Cardiology Update page** on the Advocate Aurora Health Continuing Medical Education Office Learning Platform. This is where attendees register and find all other course info here. An “Exhibits” tab will be added. Attendees will be informed of the virtual exhibit hall in communications prior to and during the meeting.

For further information on the conference contact Linda Sobieski at linda.sobieski@aah.org.

Sincerely,

Your 33rd Annual Cardiology Update Conference Team

